

CLAIMS

Claims 1-20 are cancelled.

A claim listing pursuant to 37 CFR §1.121 is respectfully submitted herewith. New claims 21-40 are presented in the claim listing. No new subject matter is disclosed in the new claims. Entry of new claims 21- 40 is respectfully requested.

REMARKS

Claim 1-20 are pending. The Office Action dated May 14, 2008 in this Application has been carefully considered. The new claims and the following remarks are presented in a sincere attempt to place this Application in condition for allowance. Reconsideration and allowance are respectfully requested in light of new claims presented herewith and the following remarks.

Applicant wishes to thank the Examiner for the courtesy of the telephone interviews conducted on July 17 and August 5, 2008. During the August 5 interview, revised new independent claims 21, 22 and 23 were discussed. Tentative agreement was reached that revised new independent claim 21 patentably distinguish from the art currently of record and that revised new independent claims 22 and 23 would be allowable if revised to incorporate certain limitations from allowable revised new claim 21. Accordingly, new independent claims 31 and 36 recite that the home web page links to the vendor web page.

Claim 1 stands rejected under 35 U.S.C. § 101, for being directed to non-statutory subject matter. Claim 1 has been cancelled. Insofar as it may be applied against the new claim 36, this rejection is traversed.

Claims 1-20 stand rejected under 35 U.S.C. §103(a) by U.S. Patent No. US2004/0015538 to Agarwalla et al., ("Agarwalla"). Claims 1-20 have been cancelled. Insofar as it may be applied against the new claims 21-40, this rejection is traversed.

The Agarwalla reference is directed to solving a different problem from that posed in the present application. Namely, Agarwalla discloses methods for "pushing" content from the origin server to an edge server to reduce the processing load on the origin server. Such methods are particularly suitable where duplicative content is repeatedly being called up from the origin server, and thus can be safely pushed to the edge. The "pushed" content is copied from the origin server and stored (cached) on the edge server. See Agarwalla Fig. 9 box 736 which specifies that the edge server has a cached copy of the fragment.

In contrast to Agarwalla, the present application does not require capturing the look and feel description or code of a vendor website, nor does it require "storing such a description in a data store ... [which]... involves identifying and finding the actual executable commands for the elements, copying them to another location [such as an edge server] and then calling up the commands when they are needed." See paragraph 85 of the applicant's disclosure. In the present disclosure, the look and feel elements of a web page are executed directly and dynamically from the browser executable steps without having to retrieve the data from a server in the network.

In Agarwalla the edge server is caching merely the static fragments (such as the borders and frames) of the same web page that is being called up by the user. This is the reason that Agarwalla discloses only "replace" commands. (See Agarwalla Fig. 8 at box 722), because the fragments cached on the edge server are static and do not have to be "found" first. In contrast, in the present disclosure the vendor web page style sheet is being replaced with the home web page style sheet. Accordingly, the present application discloses "find and replace" commands in connection with the replacement of the style sheets.

In the present application the look and feel of the vendor web page is replaced with the look and feel of the home web page. The look and feel, or layout, of the home web page is determined by a cookie (or other unique identifier) set on the user's machine. There is no copying and caching of the vendor or home web page static elements to a server. As recited in the applicant's new claims, the replacement of the vendor look and feel elements with the home look and feel elements is accomplished prior to any manipulation of the output by the server by using the browser executable scripts determined by the cookie.

New independent claims 21, 31 and 36 clarify that the methods and systems of the present application do not involve the copying and caching of static browser elements and that the web page layout determined by the cookie or other unique identifier is executed by the browser executable commands prior to any content being served by the web server. Support for the foregoing may be found in the applicant's specification at paragraphs 60-71 and paragraph 85.

In view of the foregoing, it is apparent that the cited reference does not disclose, teach or suggest the unique combination now recited in new independent claims 21, 31 and 36. Applicant therefore submits that new claims 21, 31 and 36 are clearly and precisely distinguishable over the cited reference and are therefore allowable over this reference and the remaining references of record. Accordingly, Applicant respectfully requests reconsideration of the claim rejections under 35 U.S.C. § 103(a) and 35 U.S.C. § 101, that the rejections be withdrawn and that Claims 21-40 be allowed.

New claims 22-29 depend from and further limit claim 21. Hence, for at least the aforementioned reasons, these claims should be deemed to be in condition for allowance. Similarly, claims 32 - 35 depend from allowable new claim 31 and thus should be deemed in condition for allowance. And likewise for dependent claims 37-40 which depend from allowable new claim 36.

CONCLUSION

Applicant has now made an earnest attempt to place this Application in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests reconsideration and full allowance of Claims 21-40.

Should the Examiner deem that any further amendment is desirable to place this application in condition for allowance, the Examiner is invited to telephone the undersigned at the number listed below.

Respectfully submitted,

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